



**KSAZ**  
**511 W. Adams Street**  
**Phoenix, AZ 85003**  
**(602) 257-1234**

# CONTRACT

<u>Contract / Revision</u> 133914 /		<u>Alt Order #</u>
<u>Product</u> Paul Penzone for Sheriff		
<u>Contract Dates</u> 09/30/12 - 10/07/12	<u>Estimate #</u>	
<u>Advertiser</u> Paul Penzone for Sheriff		<u>Original Date / Revision</u> 09/28/12 / 09/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSAZ	<u>Account Executive</u> Tom Desmond	<u>Sales Office</u> Phoenix-Local
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Up Advertising**  
**Attention: Stacy Pearson**  
**21 E 6th Street #114**  
**Tempe, AZ 85281**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KSAZ	09/30/12	09/30/12	Su 5p-6p News	5p-6p		:30			NM	1	\$540.00
		Candidate Discount										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$540.00			
2	KSAZ	09/30/12	09/30/12	Su 9p-10p News	9p-10p		:30			NM	1	\$1,080.00
		Candidate Discount										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$1,080.00			
3	KSAZ	09/30/12	09/30/12	Su 10p-1030p	10p-1030p		:30			NM	1	\$720.00
		Candidate Discount										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$720.00			
4	KSAZ	09/30/12	09/30/12	NFL RS Game Non -Home	10a-7p		:30			NM	1	\$4,500.00
		Political LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$4,500.00			
5	KSAZ	10/01/12	10/05/12	M-F 5p-530p News	5p-530p		:30			NM	3	\$2,430.00
		Candidate Discount										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$810.00			
6	KSAZ	10/01/12	10/05/12	M-F 530p-6p News	530p-6p		:30			NM	3	\$2,430.00
		Candidate Discount										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$810.00			
7	KSAZ	10/01/12	10/05/12	M-F 6p-630p News	6p-630p		:30			NM	3	\$2,430.00
		Candidate Discount										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$810.00			
8	KSAZ	10/07/12	10/07/12	Su 5p-6p News	5p-6p		:30			NM	1	\$400.00
		Political LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$400.00			
9	KSAZ	10/01/12	10/05/12	M-F 9p-10p News	9p-10p		:30			NM	3	\$3,000.00
		Political LUR										

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$1,000.00			
10	KSAZ	10/06/12	10/06/12	Sa 9p-10p News	9p-10p		:30			NM	1	\$600.00
Political LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$600.00			
11	KSAZ	09/30/12	09/30/12	Su 9p-10p News	9p-10p		:30			NM	1	\$800.00
Political LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$800.00			
Totals											19	\$18,930.00

\*Tax 1 Note: Phoenix City Sales Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 - 09/30/12	5	\$7,640.00	\$6,494.00	\$32.47	\$6,526.47
10/01/12 - 10/07/12	14	\$11,290.00	\$9,596.50	\$47.98	\$9,644.48
<b>Totals</b>	<b>19</b>	<b>\$18,930.00</b>	<b>\$16,090.50</b>	<b>\$80.45</b>	<b>\$16,170.95</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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